

# ORDER



<b>Orders</b>	<b>Order / Rev:</b>	103698
	<b>Alt Order #:</b>	06830029
	<b>Product Desc:</b>	BERKLEY FOR SENATE
	<b>Estimate:</b>	30S
	<b>Flight Dates:</b>	10/02/12 - 10/08/12
	<b>Original Date / Rev:</b>	06/28/12 / 07/17/12
	<b>Order Type:</b>	GENERAL
	<b>Primary AE:</b>	Amy McCreary
	<b>Sales Office:</b>	BLPHI
	<b>Sales Region:</b>	National

<b>Agency</b>	<b>Name:</b>	Shorr Johnson Magnus
	<b>Buying Contact:</b>	
	<b>Billing Contact:</b>	
	1831 Chestnut St.	
	Philadelphia, PA 19103	
	<b>Billing Type:</b>	Cash
	<b>Billing Calendar:</b>	Broadcast
	<b>Billing Cycle:</b>	EOM/EOC
	<b>Agency Commission:</b>	15%

<b>Advertiser</b>	<b>Name:</b>	Berkley Shelley for Senate	Revised
	<b>Demographic:</b>	A35+	New Business Thru:
	<b>Product Codes:</b>	PLC01	Order Separation:
	<b>Priority:</b>	SELECT PRIORITY CODE	00:15:00
	<b>Revenue Codes:</b>	POLITICAL/AGY, PCAN, GEN	Advertiser External ID:
			Agency External ID:

**Bill Plan**

Start Date	End Date	# Spots	Totals				
			Month	# Spots	Gross Amount	Net Amount	Rating
10/01/12	10/08/12	120	October 2012	120	\$37,775.00	\$32,108.75	0.00
			Totals	120	\$37,775.00	\$32,108.75	0.00

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
KSNV	20%	\$37,775.00
Market	100%	\$188,875.00

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	32%	\$60,440.00
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	21%	\$39,663.75
KTUD	0%	\$0.00
KVVU	25%	\$47,218.75
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	2%	\$3,777.50

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/02/12	10/05/12	Wake Up Early w/ Wagner	6M	430a-5a	-TWTF--	:30	4	\$50.003	0.00	NM	4	\$200.00	
Wake Up Early Wagners															
		<b>Start Date</b>	<b>End Date</b>	<b>Weekdays</b>		<b>Spots/Week</b>				<b>Rate</b>		<b>Rating</b>			
		Week: 10/01/12	10/07/12	-TWTF--		4				\$50.00		0.00			

Order / Rev: 103698 Advertiser: Berkley, Shelley for Senate  
 Alt Order #: 06830029 Product Desc: BERKLEY FOR SENATE KSNV  
 Flight Dates: 10/02/12 - 10/08/12 Estimate: 30S

Ln	Ch	Start	End	Inventory	Code	Break	Start/End	Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/02/12	10/05/12	Wake Up Early w/ Wagners	CM		430a-5a		-TWTF--	:30	4	\$50.003	0.00	NM		4	\$200.00
<b>NEWS</b>																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
		Week: 10/01/12	10/07/12	-TWTF--			4	\$50.00	0.00								
E 2	KSNV	10/08/12	10/08/12	Wake Up Early w/ Wagners	CM		430a-5a		M-----	:30	1	\$50.003	0.00	NM		1	\$50.00
<b>NEWS</b>																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
		Week: 10/08/12	10/14/12	M-----			1	\$50.00	0.00								
E 3	KSNV	10/08/12	10/08/12	M-F 5-6a WakeUp w/Wagners	CM		5-6a		M-----	:30	1	\$200.003	0.00	NM		1	\$200.00
<b>NEWS</b>																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
		Week: 10/08/12	10/14/12	M-----			1	\$200.00	0.00								
E 4	KSNV	10/02/12	10/05/12	M-F 5-6a WakeUp w/Wagners	CM		5-6a		-TWTF--	:30	4	\$200.003	0.00	NM		4	\$800.00
<b>NEWS</b>																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
		Week: 10/01/12	10/07/12	-TWTF--			4	\$200.00	0.00								
E 5	KSNV	10/02/12	10/05/12	M-F 6-7a WakeUp w/Wagners	CM		6-7a		-TWTF--	:30	8	\$300.003	0.00	NM		8	\$2,400.00
<b>NEWS</b>																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
		Week: 10/01/12	10/07/12	-TWTF--			8	\$300.00	0.00								
E 6	KSNV	10/08/12	10/08/12	M-F 6-7a WakeUp w/Wagners	CM		6-7a		M-----	:30	2	\$300.003	0.00	NM		2	\$600.00
<b>NEWS</b>																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
		Week: 10/08/12	10/14/12	M-----			2	\$300.00	0.00								
E 7	KSNV	10/08/12	10/08/12	Today Show	CM		658a-9am		M-----	:30	3	\$400.003	0.00	NM		3	\$1,200.00
<b>TODAY</b>																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
		Week: 10/08/12	10/14/12	M-----			3	\$400.00	0.00								
E 8	KSNV	10/02/12	10/05/12	Today Show	CM		658a-9am		-TWTF--	:30	12	\$400.003	0.00	NM		12	\$4,800.00
<b>TODAY</b>																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
		Week: 10/01/12	10/07/12	-TWTF--			12	\$400.00	0.00								
E 9	KSNV	10/02/12	10/05/12	Noon News	CM		12-1230pm		-TWTF--	:30	4	\$175.003	0.00	NM		4	\$700.00
<b>NEWS</b>																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
		Week: 10/01/12	10/07/12	-TWTF--			4	\$175.00	0.00								
E 10	KSNV	10/08/12	10/08/12	Noon News	CM		12-1230pm		M-----	:30	1	\$175.003	0.00	NM		1	\$175.00
<b>NEWS</b>																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
		Week: 10/08/12	10/14/12	M-----			1	\$175.00	0.00								
E 11	KSNV	10/08/12	10/08/12	M-F Today Show II 3rd HOM	CM		9-10a		M-----	:30	1	\$175.003	0.00	NM		1	\$175.00
<b>TODAY II</b>																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
		Week: 10/08/12	10/14/12	M-----			1	\$175.00	0.00								
E 12	KSNV	10/02/12	10/05/12	M-F Today Show II 3rd HOM	CM		9-10a		-TWTF--	:30	4	\$175.003	0.00	NM		4	\$700.00
<b>TODAY II</b>																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
		Week: 10/01/12	10/07/12	-TWTF--			4	\$175.00	0.00								
E 13	KSNV	10/02/12	10/05/12	CM			3-4p		-TWTF--	:30	4	\$200.003	0.00	NM		4	\$800.00

Order / Rev: 103698 Advertiser: Berkley, Shelley for Senate  
 Alt Order #: 06830029 Product Desc: BERKLEY FOR SENATE KSNV  
 Flight Dates: 10/02/12 - 10/08/12 Estimate: 30S

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Dr. Phil											
				Dr Phil											
				PHIL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 10/01/12	10/07/12	-TWTF--		4			\$200.00	0.00					
E 14	KSNV	10/08/12	10/08/12	Dr. Phil	CM	3-4p	M-----	:30	1	\$200.00	3	0.00	NM	1	\$200.00
				Dr Phil											
				PHIL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 10/08/12	10/14/12	M-----		1			\$200.00	0.00					
E 15	KSNV	10/08/12	10/08/12	News 3 at 430pm	CM	430-5pm	M-----	:30	1	\$300.00	3	0.00	NM	1	\$300.00
				News 3 at 4:30PM											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 10/08/12	10/14/12	M-----		1			\$300.00	0.00					
E 16	KSNV	10/02/12	10/05/12	News 3 at 430pm	CM	430-5pm	-TWTF--	:30	4	\$300.00	3	0.00	NM	4	\$1,200.00
				News 3 at 4:30PM											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 10/01/12	10/07/12	-TWTF--		4			\$300.00	0.00					
E 17	KSNV	10/02/12	10/05/12	News 3 at 4	CM	4-430p	-TWTF--	:30	4	\$300.00	3	0.00	NM	4	\$1,200.00
				News 3 at 4											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 10/01/12	10/07/12	-TWTF--		4			\$300.00	0.00					
E 18	KSNV	10/08/12	10/08/12	News 3 at 4	CM	4-430p	M-----	:30	1	\$300.00	3	0.00	NM	1	\$300.00
				News 3 at 4											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 10/08/12	10/14/12	M-----		1			\$300.00	0.00					
E 19	KSNV	10/08/12	10/08/12	M-F Early News	CM	5-630p	M-----	:30	2	\$450.00	3	0.00	NM	2	\$900.00
				M-F Early News											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 10/08/12	10/14/12	M-----		2			\$450.00	0.00					
E 20	KSNV	10/02/12	10/05/12	M-F Early News	CM	5-630p	-TWTF--	:30	8	\$450.00	3	0.00	NM	8	\$3,600.00
				M-F Early News											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 10/01/12	10/07/12	-TWTF--		8			\$450.00	0.00					
E 21	KSNV	10/02/12	10/05/12	Face to Face w/ Ralston	CM	730-758pm	-TWTF--	:30	4	\$225.00	3	0.00	NM	4	\$900.00
				CM											
				Face to Face w/ J.Ralston											
				FACE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 10/01/12	10/07/12	-TWTF--		4			\$225.00	0.00					
E 22	KSNV	10/08/12	10/08/12	Face to Face w/ Ralston	CM	730-758pm	M-----	:30	1	\$225.00	3	0.00	NM	1	\$225.00
				Face to Face w/ J.Ralston											
				FACE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 10/08/12	10/14/12	M-----		1			\$225.00	0.00					
E 23	KSNV	10/06/12	10/06/12	Vegas Inc.	CM	6:30-8pm	-----S-	:30	1	\$150.00	3	0.00	NM	1	\$150.00
				Vegas Inc.											
				VEGAS INC											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 10/01/12	10/07/12	-----S-		1			\$150.00	0.00					
E 24	KSNV	10/02/12	10/05/12	M-F Jeop/Wheel	CM	630-730pm	-TWTF--	:30	8	\$400.00	3	0.00	NM	8	\$3,200.00
				M-F Jeopardy/Wheel of Fortune											
				JEP/WH											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 10/01/12	10/07/12	-TWTF--		8			\$400.00	0.00					
E 25	KSNV	10/08/12	10/08/12		CM	630-730pm	M-----	:30	2	\$400.00	3	0.00	NM	2	\$800.00

Order / Rev: 103698  
Alt Order #: 06830029  
Flight Dates: 10/02/12 - 10/08/12

Advertiser: Berkley, Shelley for Senate  
Product Desc: BERKLEY FOR SENATE  
Estimate: 30S

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
M-F Jeop/Wheel															
M-F Jeopardy/Wheel of Fortune															
JEP/WH															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	10/08/12	10/14/12	M-----			2	\$400.00			0.00					
E 26	KSNV	10/06/12	10/06/12	Weekend Jeopardy/Whe	AM	630-730pm	-----S-	:30	2	\$250.00	3	0.00	NM	2	\$500.00
WKND Jeop/Wheel															
JEP/WH															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	10/01/12	10/07/12	-----S-			2	\$250.00			0.00					
E 27	KSNV	10/07/12	10/07/12	News 3 Live in Prime	CM	7-10pm	-----S	:30	1	\$600.00	3	0.00	NM	1	\$600.00
News 3 in Prime															
NEWS IN PRIME AFTER NFL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	10/01/12	10/07/12	-----S			1	\$600.00			0.00					
E 28	KSNV	10/05/12	10/05/12	Fri PR 9-10p	CM	9-10pm	----F--	:30	1	\$1,000.00	3	0.00	NM	1	\$1,000.00
Friday Prime 9-10pm															
GRIMM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	10/01/12	10/07/12	----F--			1	\$1,000.00			0.00					
E 29	KSNV	10/03/12	10/03/12	Wed PR 9-10p	CM	9-10pm	---W----	:30	1	\$1,700.00	3	0.00	NM	1	\$1,700.00
Wednesday Prime 9-10pm.															
SVU															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	10/01/12	10/07/12	--W----			1	\$1,700.00			0.00					
E 30	KSNV	10/03/12	10/03/12	Wed PR 10-11p	CM	10-11pm	--W----	:30	1	\$1,400.00	3	0.00	NM	1	\$1,400.00
Wednesday Prime 10-11pm															
CHICAGO FIRE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	10/01/12	10/07/12	--W----			1	\$1,400.00			0.00					
E 31	KSNV	10/02/12	10/05/12	Late Night w/Fallon	CM	1237a-136am	-TWTF--	:30	4	\$75.00	3	0.00	NM	4	\$300.00
Late Night w/Fallon															
FALLON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	10/01/12	10/07/12	-TWTF--			4	\$75.00			0.00					
E 32	KSNV	10/08/12	10/08/12	Late Night w/Fallon	CM	1237a-136am	M-----	:30	1	\$75.00	3	0.00	NM	1	\$75.00
Late Night w/Fallon															
FALLON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	10/08/12	10/14/12	M-----			1	\$75.00			0.00					
E 33	KSNV	10/08/12	10/08/12	The Tonight Show	CM	1135p-1237a	M-----	:30	2	\$185.00	3	0.00	NM	2	\$370.00
Tonight Show															
TON SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	10/08/12	10/14/12	M-----			2	\$185.00			0.00					
E 34	KSNV	10/02/12	10/05/12	The Tonight Show	CM	1135p-1237a	-TWTF--	:30	8	\$185.00	3	0.00	NM	8	\$1,480.00
Tonight Show															
TON SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	10/01/12	10/07/12	-TWTF--			8	\$185.00			0.00					
E 35	KSNV	10/02/12	10/05/12	M-F News 3 at Eleven	CM	11pm-1135pm	-TWTF--	:30	4	\$425.00	3	0.00	NM	4	\$1,700.00
M-F News 3 at Eleven															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	10/01/12	10/07/12	-TWTF--			4	\$425.00			0.00					
E 36	KSNV	10/08/12	10/08/12	M-F News 3 at Eleven	CM	11pm-1135pm	M-----	:30	1	\$425.00	3	0.00	NM	1	\$425.00
M-F News 3 at Eleven															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	10/08/12	10/14/12	M-----			1	\$425.00			0.00					
E 37	KSNV	10/06/12	10/07/12		CM	11pm-1135pm	----SS	:30	2	\$400.00	3	0.00	NM	2	\$800.00

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Advertiser: Berkley, Shelley for Senate  
Product Desc: BERKLEY FOR SENATE  
Estimate: 30S

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Sa-Su News 3 at Eleven															
Sa-Su News 3 at Eleven															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:	10/01/12	10/07/12		-----SS		2			\$400.00			0.00			
E 38	KSNV	10/06/12	10/06/12	Saturday Today	CM	7a-9am			-----S-	:30	2	\$225.003	0.00	NM	2      \$450.00
Saturday Today															
SAT TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:	10/01/12	10/07/12		-----S-		2			\$225.00			0.00			
E 39	KSNV	10/06/12	10/06/12	News 3 Sunrise - SATURDAY	CM	6a-7a			-----S-	:30	2	\$150.003	0.00	NM	2      \$300.00
News 3 Sunrise SATURDAY															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:	10/01/12	10/07/12		-----S-		2			\$150.00			0.00			
E 40	KSNV	10/07/12	10/07/12	Sunday Today	CM	7a-8am			-----S	:30	1	\$350.003	0.00	NM	1      \$350.00
Sunday Today															
SUN TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:	10/01/12	10/07/12		-----S		1			\$350.00			0.00			
E 41	KSNV	10/06/12	10/06/12	Saturday Night Live	CM	1130pm-1:02am			-----S-	:30	1	\$550.003	0.00	NM	1      \$550.00
Saturday Night Live															
SNL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:	10/01/12	10/07/12		-----S-		1			\$550.00			0.00			
												Totals	120	\$37,775.00	